

CLAIMS

What is claimed is:

1. A method of changing ownership of items outside a game environment,

5 comprising:

displaying an offer from a first user for changing ownership of an item, wherein the offer specifies one or more conditions;

receiving an acceptance of the one or more conditions in the offer from a second user;

and

10 upon acceptance of the one or more conditions, changing the ownership of the item to the second user outside the game environment.

2. The method of claim 1, further comprising storing information about the item in data structures maintained separately from the game that utilizes the item.

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3. The method of claim 1, further comprising determining if the item is already subject to another offer.

4. The method of claim 3, further comprising informing the first user that the item 20 is already subject to another offer.

5. The method of claim 1, wherein the offer is a sale, trade, auction, loan, or lease.

25 6. The method of claim 1, wherein the offer is a sale.

7. The method of claim 6, further comprising receiving a price for the item as a condition.

8. The method of claim 1, wherein the offer is a trade.

9. The method of claim 8, further comprising receiving identification of one or
5 more items for the trade as a condition.

10. The method of claim 1, wherein the offer is an auction.

11. The method of claim 10, further comprising receiving information regarding
10 the auction as a condition.

12. The method of claim 1, wherein the offer is a loan.

13. The method of claim 12, further comprising receiving a duration of the loan as
15 a condition.

14. The method of claim 13, further comprising changing the ownership of the
item outside the game environment to the first user when the duration of the loan expires.

20 15. The method of claim 1, wherein the offer is a lease.

16. The method of claim 15, further comprising receiving a duration of the lease as
a condition.

25 17. The method of claim 15, further comprising receiving a periodic payment
amount of the lease as a condition.

18. A method of lending or borrowing items without changing ownership,
comprising:

30 displaying an offer from a first user to loan or borrow an item without changing
ownership, wherein the offer specifies one or more conditions;

receiving an acceptance of the one or more conditions in the offer from a second user;
and

upon acceptance of the one or more conditions, allowing use of the item by a
borrower, wherein the borrower is the first user if the offer was to borrow or the second user if
5 the offer was to lend.

19. The method of claim 18, further comprising storing information about the item
in data structures maintained separately from the game that utilizes the item.

10 20. The method of claim 18, further comprising determining if the item is already
subject to another offer.

21. The method of claim 20, further comprising informing the first user that the
item is already subject to another offer.

15 22. The method of claim 18, wherein a limitation on the borrower to effect the
item is specified.

23. The method of claim 18, wherein the offer is a loan.

20 24. The method of claim 23, further comprising receiving a duration of the loan as
a condition.

25 25. The method of claim 24, further comprising changing the ownership of the
item to the first user outside the game environment when the duration of the loan expires.

26. The method of claim 18, wherein the offer is a lease.

27. The method of claim 26, further comprising receiving a duration of the lease as
30 a condition.

28. The method of claim 26, further comprising receiving a periodic payment amount of the lease as a condition.

29. A method of dynamically changing content in a game over a network, 5 comprising:

defining content to be presented in the game that can be changed over a network, wherein the content is stored in data structures maintained separately from the game that utilizes and presents the content;

transmitting the content to be presented in the game over a network to the game; and 10 the game presenting the content so that the content is dynamically changed.

30. The method of claim 29, wherein the content has a specific purpose or is presented in a specific space, at a specific time, or as a result of a specific action or event in the game.

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31. The method of claim 29, wherein the content is an image.

32. The method of claim 29, wherein the content is a sound.

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33. The method of claim 29, wherein the content is an item.

34. A method of allowing access to dynamic content in a computer game, comprising:

displaying an offer from a first user for use of the dynamic content, wherein the offer 25 specifies one or more conditions;

an acceptance of the one or more conditions in the offer is received from a second user; and

upon acceptance of the one or more conditions, the second user obtains use of the dynamic content.

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35. The method of claim 34, wherein the dynamic content is an image.

36. The method of claim 34, wherein the dynamic content is a sound.

37. The method of claim 34, wherein the dynamic content is an item.

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38. The method of claim 34, further comprising storing information about the dynamic content in data structures maintained separately from the game that utilizes the dynamic content.

10 39. The method of claim 34, wherein use of the dynamic content is updated dynamically in a game that utilizes the dynamic content.

40. The method of claim 34, wherein the first user can be a gamer, game developer, content producer, publisher, marketing agency, or advertiser.

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41. The method of claim 34, wherein the second user can be a gamer, game developer, content producer, publisher, marketing agency, or advertiser.

20 42. The method of claim 34, further comprising determining if the dynamic content is already subject to another offer.

43. The method of claim 42, further comprising informing the first user that the dynamic space is already subject to another offer.

25 44. The method of claim 34, wherein the offer is a sale, trade, auction, loan, or lease.